

## Research Article

# Implementation of BMC to Look Up Student Entrepreneurship Mindset

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## Abstract.

This study aims to find out how the application of the BMC to look up the entrepreneurial mindset of students is applied at the Creative Media State Polytechnic. The research methods were qualitative and quantitative. The two research methods can be used together or combined in a concurrent study. BMC material is introduced first to students who have taken entrepreneurship practice courses. Students will be taught BMC material and its application. At this implementation stage, the actual student mindset will be observed first. After that, it will be measured quantitatively to determine the effect of applying BMC on the entrepreneurial mindset of students. The data analysis used is simple linear regression using the SPSS 16.0. Primary data were collected through interviews and observations of respondents to find out the actual shape of the entrepreneurial mindset of students at that time, while to measure the effect of BMC on increasing their entrepreneurial mindset a questionnaire was used with a Likert scale as the measurement.

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**Keywords:** BMC, entrepreneurship, mindset

## 1. Introduction

Entrepreneurship is one way to develop a country's economy. This is in line with the Nawa Cita Initiative of the President of the Republic of Indonesia. One of the most important elements in the economic growth of a nation is the presence of entrepreneurs there. Starting with creating more jobs, increasing national income, producing high-quality goods and services, easing social and economic tensions, and building a just and prosperous society.

Indonesian society currently really needs entrepreneurial skills. The problem of our nation's persistently high response rate and poverty can be solved through entrepreneurship. Records show that in 2022, there will be 26.36 million poor people in Indonesia, or 9.57% of the country's total population. (BPS, 2022). Meanwhile, 8.4 million people, or 5.86% of the entire Indonesian workforce, will react in 2022.

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To encourage the economic development of the country, the ideal rate of entrepreneurs should reach 4% of the total population. According to Global Enterprise Index 2019 data, Indonesia ranked 75 out of 137 countries, far ahead of other Southeast Asian countries such as Singapore, which ranked 27th, Malaysia, which ranked 43rd, and Thailand, which ranked 54th (Acs, Szerb, Lafuente, and Marcus, 2020). According to statistics, currently only 2% of the total Indonesian population are businessmen. The challenge in this situation is that the Indonesian government and educational institutions must play an active role in Indonesia's economic independence and empowerment of the younger generation.

Seeing this reality, we must encourage the entrepreneurial spirit of the Indonesian people. Unfortunately, many Indonesian students are still not interested in entrepreneurship, and most do not understand it. Students studying entrepreneurship may have different attitudes, motivations, and interests due to their limited knowledge of business administration (Rosmiati, 2015). This misunderstanding leads to psychological problems such as impatience, laziness, fear of risk, and fear of loss. Because of this, more Indonesian students are considering looking for jobs rather than creating jobs. Be an employee, not a business owner. According to the results of another survey, there is not much interest in entrepreneurship in general.

This is greatly influenced by the lack of support from parents and families who work and are independent, as well as public awareness and a learning atmosphere that is conducive to entrepreneurship (Mopangga, 2014). By incorporating entrepreneurship-related content into their syllabus, the State Polytechnic of Creative Media provides all students with the fundamental entrepreneurial skills they need to succeed. Both Basics of Entrepreneurship and Management and Entrepreneurship Practices are mandatory courses in the third and fourth semesters of all study programs at the Creative Media State Polytechnic. The Business Model Canvas is one of the materials discussed in this training.

The Business Model Canvas is a tool for business strategy that creates a visual representation of a company's ideas, customers, infrastructure, and money. Thus, understanding the BMC helps students realize that business is not as difficult as it seems. Students are encouraged to believe that starting a business independently is the best way to succeed rather than simply getting a college degree and being employed in a state-owned company by raising entrepreneurial awareness among them. Researchers are interested in discussing how the Business Model Canvas can be used to encourage student entrepreneurship on this premise.

## 2. Material and Methods

This research uses a combined qualitative and quantitative methodology. Qualitative and quantitative research methods can be combined or used together in parallel studies. (Prof. Sugiono, 2006). BMC material was introduced to students taking entrepreneurship practice courses. Then students are taught about BMC material and its applications. In the next stage, we observe the state of students' thinking. After that, quantitative measurements were carried out to determine the effect of implementing BMC on students' entrepreneurial mindset. Fourth-semester students who are taking entrepreneurship practice courses at the Creative Media State Polytechnic are the targets of this research activity. Sampling used a simple random sampling technique. The data analysis used was simple linear regression with the help of SPSS 16.0. To find out the actual condition of student entrepreneurship at that time, primary data was collected through interviews and observations of respondents, and a questionnaire with a Likert scale was used to measure the influence of BMC on increasing entrepreneurship. Secondary data, such as data on the number of students and entrepreneurship practice course material, was obtained from academic data from the Creative Media State Polytechnic.

## 3. Result and Discussion

Mindset in Adi W. Gunawan's book (2008) *The Secret of Mindset* consists of two words, namely mind and set. Intellect means mind, usually referred to as a source of consciousness that can generate thoughts, ideas, feelings, perceptions, and store memories and knowledge. A set is a complete state or priority of skill development in an activity. From this, it can be concluded that a mindset is a set of beliefs and ways of thinking that can determine a person's views, actions, attitudes, and future. Mindset regulates the attitudes needed to determine how a person reacts and views situations. Rohadi (2011) believes that entrepreneurship is essentially a mental attitude or way of thinking. Entrepreneurship is a set of attitudes towards life that entrepreneurial activity requires. This attitude toward life includes honesty, creativity, innovation, self-confidence, tenacity, and the courage to take risks.

It can be seen in Table 1 that the calculated F value is 158.019 with a significance level of 0.000, because the value is less than 0.05, the regression model can be used to predict the independent variable (BMC). Or in other words, there is an influence of the BMC variable on the student entrepreneurial mindset variable.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.005	1	30.005	158.019	.000 <sup>b</sup>
	Residual	20.697	109	.190		
	Total	50.703	110			

a. Dependent Variable: Y  
 b. Predictors: (Constant), X

**Figure 1:** Regression test results.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.242		3.715	.000
	X	.740	.059	.769	12.571	.000

a. Dependent Variable: Y

**Figure 2:** Coefficients Table.

Table 2 states that the X coefficient value is 0.740 and the constant value is 0.898. It can be said that the relationship between the BMC variable and the entrepreneurial mindset of students can be expressed in the regression equation  $Y = 0.898 + 0.740X$ . This means there is an increase of 0.740 points in students' entrepreneurial mindset at a constant of 0.898. So the more BMC material is delivered well to students, the more it will improve the students' entrepreneurial mindset.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.592	.588	.436

a. Predictors: (Constant), X

**Figure 3:** Model Summary.

Then in table 3, there is an R-square value, namely 0.592. This value shows the coefficient of determination as follows:  $KP = r^2 \times 100\%$ ;  $KP = 0.592 \times 100\%$ ;  $KP = 59.2\%$ . This states that the BMC variable has a positive effect on students' entrepreneurial mindset by 59.2%.

## 4. Conclusion

The results of this research state that the Business Model Canvas (BMC) has a positive effect on students' entrepreneurial mindset. The Business Model Canvas (BMC) helps students understand various aspects of business, such as market segments, value propositions, distribution channels, and sources of income. This helps them develop business analysis skills that are important in entrepreneurship.

In the process of filling out the Business Model Canvas (BMC), students are faced with the task of thinking creatively and innovatively when designing new business models or improving existing models. This can stimulate an innovative and creative entrepreneurial mindset. The Business Model Canvas (BMC) encourages students to think carefully about their customers' needs and problems. This helps them better understand customer thinking and design more targeted solutions.

Business Model Canvas (BMC) is a tool that can be used practically. Students can immediately apply it to their own business ideas. This shifts their mindset from theory to action, which is an important step in becoming an entrepreneur. The Business Model Canvas (BMC) allows students to measure their business performance more effectively. They can see how changes in various elements of the business model can affect business results. This helps them develop an analytical mindset for managing their business. The Business Model Canvas (BMC) can be used effectively in work groups or teams. It encourages students to work together, share ideas, and solve problems together. This collaborative mindset is important in the real world of business, where teamwork is often essential.

Thus, the Business Model Canvas (BMC) is a very useful tool for helping students develop a strong entrepreneurial mindset. This not only helps them understand important business aspects but also stimulates their creativity, innovation, and analytical skills in facing the challenges of the business world.

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